

Entering the Film Industry

Module 1: Kyle Aguilar

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Global Box Office Revenue in 2019:

\$42.5 bn

<https://variety.com/2019/film/news/box-office-record-disney-dominates-1203098075/>

<https://www.billboard.com/articles/news/8547827/2019-global-box-office-revenue-hit-record-425b-despite-4-percent-dip-in-us>

“Show me the money!”

Jerry Maguire (1996)

Introduction

In order to set up a successful entry into the film industry, we are addressing three aspects of the film industry.



Profit & Seasonality



Foreign Language Films



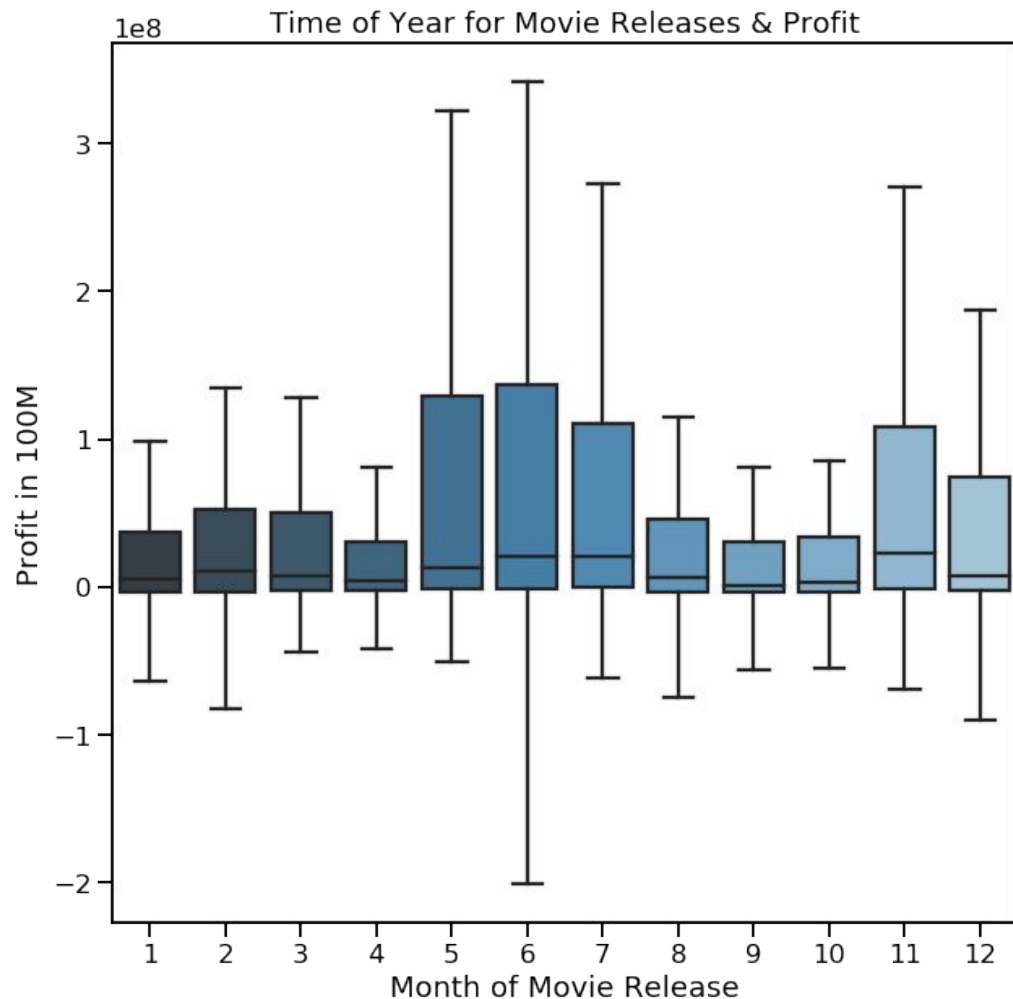
Studios & Production Budgets



Profit & Seasonality

_ Profitable movie releases trend towards the summer and end of year

_ June lends itself to both huge profits and potentially huge losses

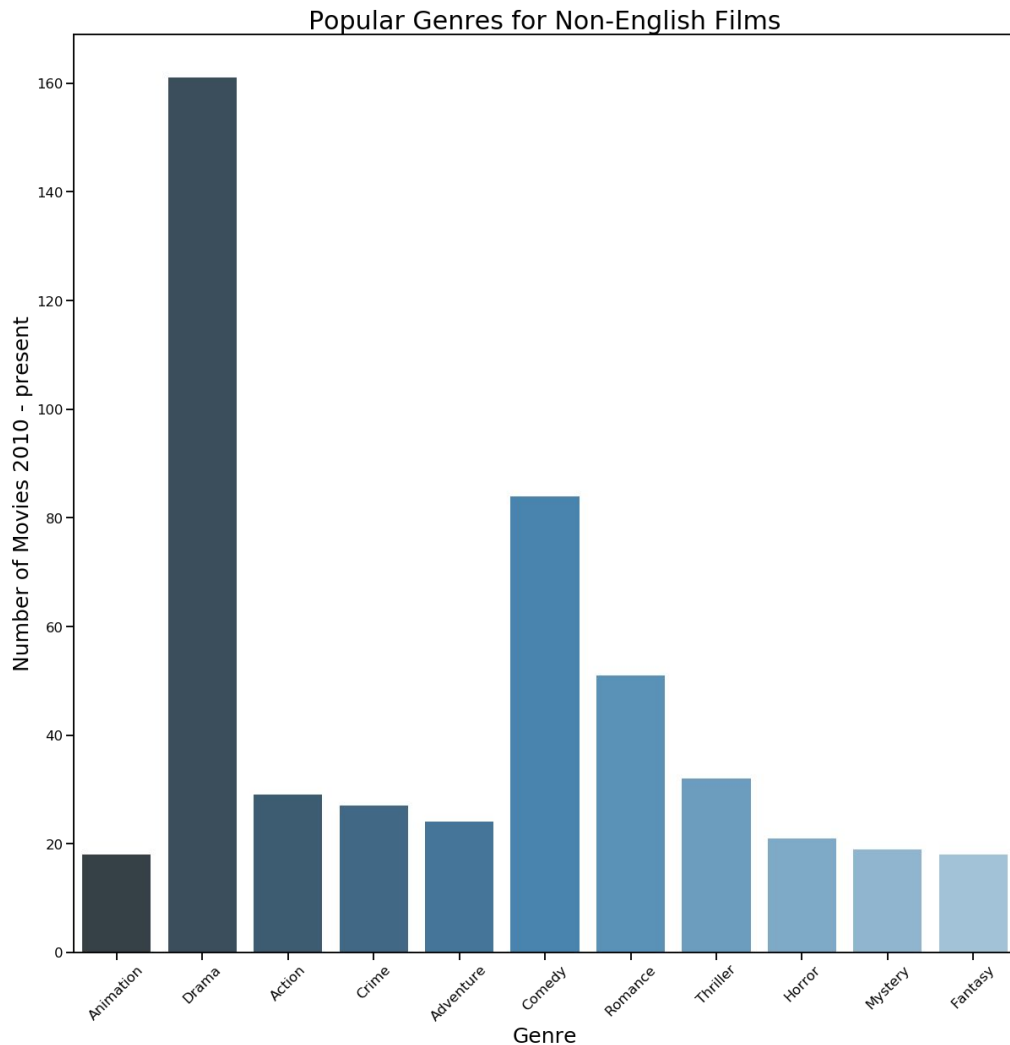




Foreign Language Films

_ Drama is the dominant foreign film genre, followed by comedy

_ There is generally a wide variety of popular genres in foreign films

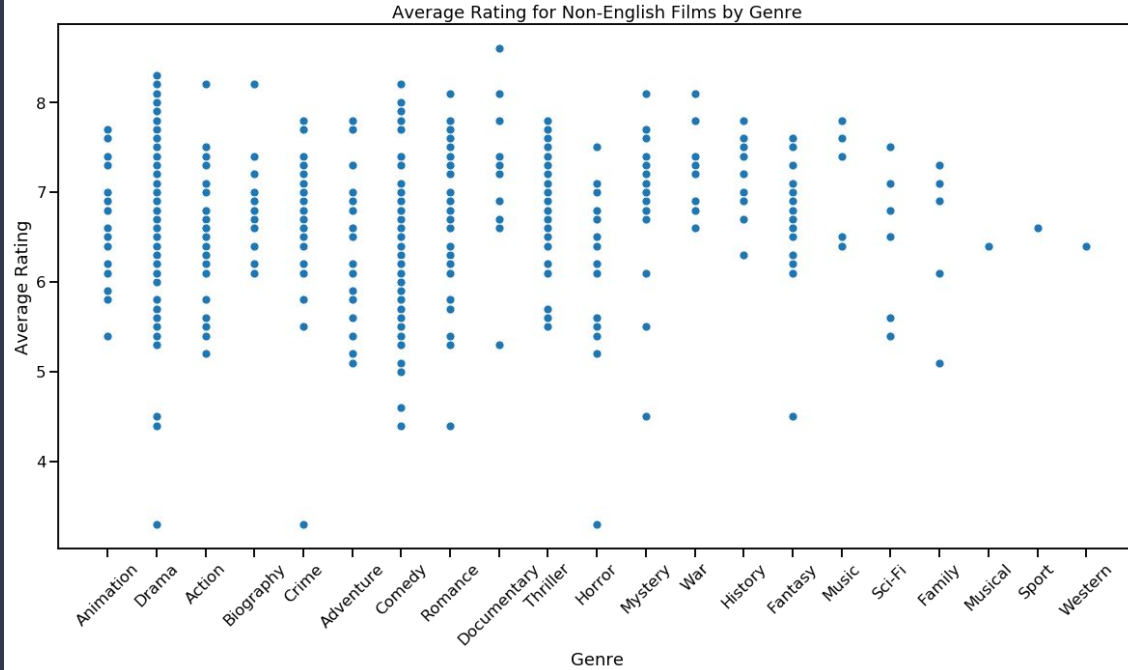




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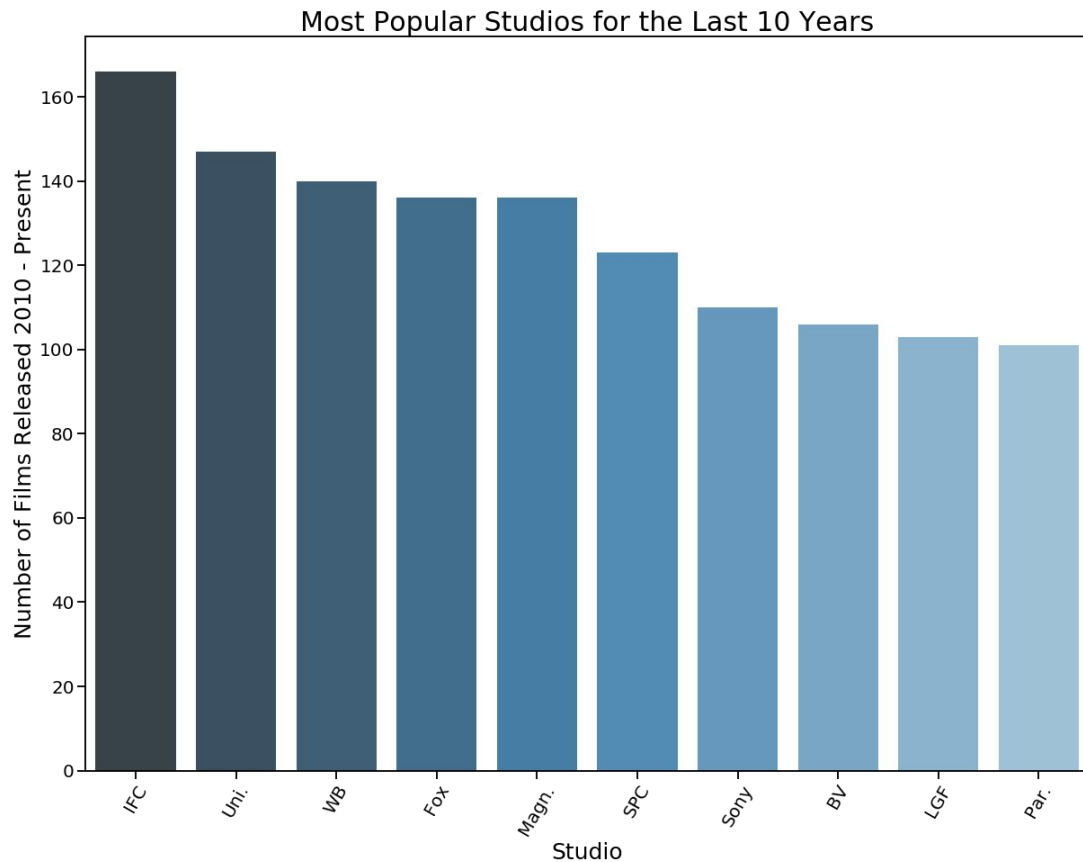
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Studios & Production Budgets

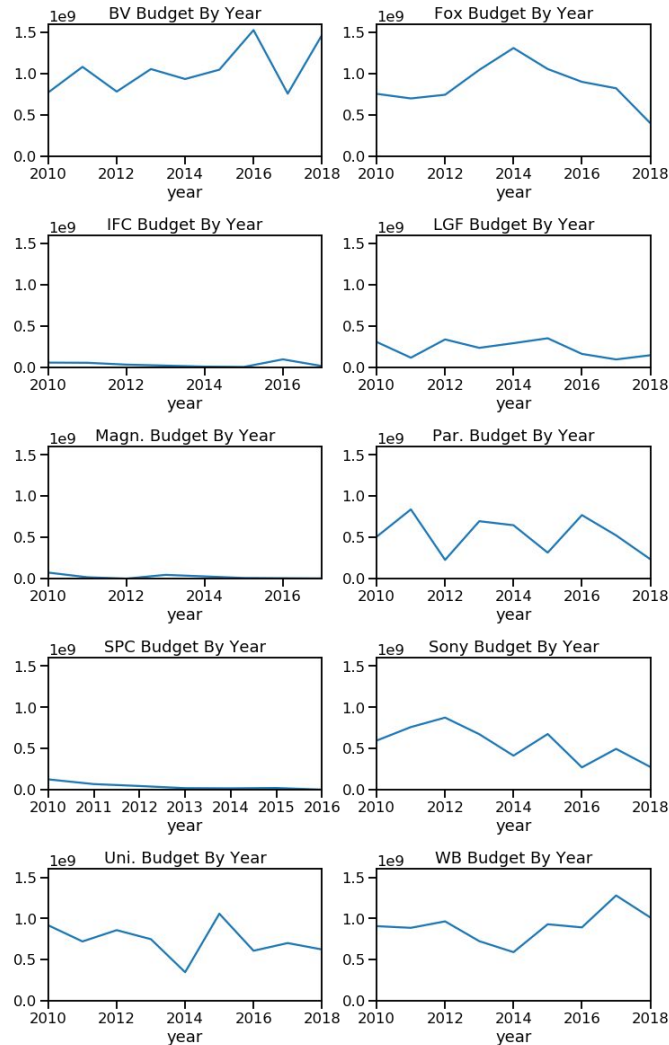
- _ Diverse group of film studios in terms of background and genres
- _ All of the “Big 5” are releasing the highest volume of films





Studios & Production Budgets (con't)

- _ More movies does not mean higher budget
- _ Little YoY consistency
- _ Production budgets for movie releases can regularly exceed 1bn



Further Research



Profit & Seasonality

- _ Deeper dive into **ROI** by season
- _ Seasonality & **genre**



Foreign Film Genres

- _ More data, particularly on **profit** and **locations** needed
- _ Popularity by **language**



Studios & Production Budgets

- _ Film **acquisition costs** v. production budgets
- _ Terms of film **distribution** and **licensing**

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Thank you.